



Date: February 26, 2007

To: Gerald R. Miller, City Manager /s/

From: Katherine Parsons, Public Information Officer /s/

For: Mayor and Members of the City Council

Subject: City Report For Week Ending February 24, 2007

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This *City Report* highlights various activities for the week ending February 24. It is our hope that the *Focus on Results Long Beach* framework improves our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

### **THIS WEEK IN THE NEWS**

#### **FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE**

#### **FOCUS AREA: CULTURE, EDUCATION, AND LEISURE**

#### **AMGEN TOUR OF CALIFORNIA**

Long Beach pulled out all the stops to welcome the world's top professional bicycle teams for the exciting finish to the AMGEN Tour of California on February 25. The prestigious eight-day 650-mile race was widely expected to draw more than 1.6 million spectators before culminating in the explosive finish consisting of 10 laps along Ocean Blvd. and Shoreline Dr.

Long Beach enthusiastically sprang into action for race weekend with a variety of fund-raisers; educational and public art components; and festivals featuring a health & fitness expo, cancer awareness education, cycling gear, family activities, bike safety, food, entertainment and much more.

With an anticipated 150,000 people attending the festivals and staying to experience the Tour de France-style races and the city, the total economic impact to the City of Long Beach was expected to exceed \$1 million, in addition to a significant amount of positive national and international exposure in the media. For more information, visit <http://www.longbeachcaliforniabiketour.com>.

#### **FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE**

#### **Community Development, Economic Development**

City officials presented their findings and recommendations for the Downtown Entertainment District Pilot Program to the public on February 21 at City Hall. These findings were developed in conjunction with community meetings held last year that gathered input from residents and businesses. The City Council approved the Downtown Entertainment District Pilot Program on January 17, 2006 to standardize entertainment permits, including closing hours, noise and security requirements.

## THIS WEEK IN THE NEWS

### **FOCUS AREA: LEADERSHIP**

#### **Season for Non-Violence**

The national *Season for Non-Violence* campaign, which has been recognized by the City Council, is being promoted on **MySpace**, a popular social networking Internet site. The *Season for Non-Violence* (January 30 - April 4) is a 64-day campaign dedicated to demonstrating how non-violence can powerfully heal, transform and empower lives and communities. The **MySpace** site describes the “amazing celebration of life and living” that comes from embracing the Long Beach campaign, and highlights the *Weekend of Forgiveness* on March 23-25. Visit <http://blog.myspace.com/studentsspeakforgiveness> for more information.

## Mark Your Calendars UPCOMING EVENTS AND PROJECTS

### **FOCUS AREA: COMMUNITY SAFETY**

#### **Police**

The City is hosting the *30th Annual California Police Chiefs Association Conference* from **February 26 to March 1**. More than 300 chiefs, retired chiefs and commanding officers will learn about the latest in crime fighting tools, technology, and trends. A Fallen Officers Tribute will be held for the 12 police officers killed in the line of duty in the State of California in 2006.

### **FOCUS AREA: NEIGHBORHOODS AND HOUSING**

#### **Community Development, Redevelopment**

The City is hosting the *2007 Annual California Redevelopment Agency Conference and Expo* from **February 28 to March 2**. Mayor Bob Foster will welcome participants, followed by a video highlighting Long Beach's redevelopment successes. Community Development and Redevelopment Agency events include tours of redevelopment project areas. E-mail [Mary\\_Nemick@longbeach.gov](mailto:Mary_Nemick@longbeach.gov) for more information.

## AWARDS AND SPECIAL RECOGNITION

### **FOCUS AREA: HEALTH AND HUMAN SERVICES**

#### **Health and Human Services**

The Department's Long Beach Early Care and Education Committee is the recipient of Soroptimist International's *2007 Business or Organization Advancing the Status of Women Award*. The recognition luncheon, *Women Who Make a Difference*, will take place on **March 17** at the Marriott Hotel, 4700 Airport Drive, Long Beach.

## MORE WEEKLY HIGHLIGHTS

### **FOCUS AREA: BUSINESS AND ECONOMIC ASSISTANCE**

#### **Parks, Recreation and Marine, Special Events and Filming Bureau**

Approximately 9,000 people attended the *Queen Mary Scottish Festival* on the Queen Mary Sea Walk on February 17 and 18.

#### **Parks, Recreation and Marine, Special Events and Filming Bureau (continued)**

A cast and crew of 15 filmed a TV production *Dismissed Again* in El Dorado Regional Park on February 23 and 24.

#### **Financial Management, Commercial Services Bureau**

Utility Customer Services staff is implementing a customer satisfaction survey that will be offered to randomly selected utility customers who call the City. The survey, which will feature leading-edge phone system technology, is being designed to gauge performance indicators and assess many operational aspects.

An analysis in the Call Center has lead to an experimental change designed to reduce the amount of time that customers wait on the phone for service. Call wait time has been no more than 60 seconds for 75% of customers in the last few months. The analysis forecasted further improvements in call wait time if additional resources could be focused from 10:00 am to 3:00 pm, normally the period of heaviest calling. Two part-time employees have been hired to work from 10:00 am to 3:00 pm, and a markedly improved response time to customer calls is anticipated.

### **FOCUS AREA: COMMUNITY SAFETY**

#### **Fire**

From February 7 – February 21, the Fire Department responded to a total of 1,865 emergency calls for service: 182 calls for fires with 43 involving structures. It also responded to 1,562 emergency medical calls, with 1,139 requiring paramedics.

### **FOCUS AREA: CULTURE, EDUCATION, AND LEISURE**

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

The Long Beach Junior Golf Association held its first Junior/Adult Tournament on February 23 at Recreation Park Golf Course.

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

More than 150 people attended the 3<sup>rd</sup> *Annual Black History Intergenerational Program* at the Long Beach Senior Center.

### **FOCUS AREA: ENVIRONMENT**

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau**

More than 240 people took part in the citizen science event for the *Great Backyard Bird Count* at El Dorado Nature Center.

#### **Parks, Recreation and Marine, Community Recreation Programs Bureau (continued)**

More than 75 people participated in the *Adopt a Wetland Cleanup* at the Colorado Lagoon, held in conjunction with the Friends of Colorado Lagoon and the Los Cerritos Stewards, Inc.

## MORE WEEKLY HIGHLIGHTS

### **FOCUS AREA: NEIGHBORHOODS AND HOUSING**

#### **Parks, Recreation and Marine, Planning and Development Bureau**

A community meeting was held on February 21 at the West Police Station to discuss the proposed Molina Mini-Park, located at 1640 W. 20<sup>th</sup> St.

A community meeting to discuss the concept plans for the renovation of Rose Park, located at 8<sup>th</sup> St. and Orizaba Ave., was held on February 22 at Burbank Elementary School.

### **FOCUS AREA: INFRASTRUCTURE AND TRANSPORTATION**

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Facility Maintenance staff refurbished the teak furniture and spruced up East Village Arts Park for its grand opening.

#### **Parks, Recreation and Marine, Maintenance Operations Bureau**

Staff installed a pergola in front of the freestanding restrooms at Los Cerritos Park and installed new sinks in them.

Beach Maintenance staff is removing the berm on the Peninsula in preparation for rebuilding the beach.

### **Street Construction Report**

#### **Long Beach Gas and Oil, Replace Gas Mains & Services**

Contact: 570.2060

Throughout Treasure Island

Estimated completion: Mid March

#### **Long Beach Gas and Oil, Install Gas Mains & Services**

Contact: 570.2060

Belmont Shore

Livingston Dr. and Second St.

Estimated Completion: Early June

#### **Water Department, Division Street Sanitary Sewer Improvements Project**

Contact: 570.2329

2nd Street Bridge

Two lanes (#2 and #3) closed from 7:00 am to 4:00 pm

One lane (#3) closed for 24 hours

Estimated completion: Late February and Early March

#### **Water Department, Division Street Sanitary Sewer Improvements Project**

Contact: 570.2329

Division St.

From Bennett Ave. to Ximeno Ave.

Division St.

From Bennett Ave. to Bayshore Ave.

Estimated completion: Late March

#### **Water Department, Cast Iron Main Replacement Project**

Contact: 570.2323

Artesia Blvd.

Between Atlantic Ave. and Cherry Ave.

Estimated completion: May 2007

**MORE WEEKLY HIGHLIGHTS**

**Street Construction Report (continued)**

**Water Department, Recycled Water Conversion of Bluff Park, Bixby Park, and Stearns Park**

Contact: 570-2326

Ocean Blvd.

From Molino Ave. to Junipero Ave.

Junipero Blvd.

From Ocean Blvd. to First St.

Estimated completion:

July 2007

**FOCUS AREA: UTILITIES**

**Long Beach Gas & Oil, Gas Services Bureau**

From February 12 through 18, Staff completed a total of 2,684 service calls. This total included 654 gas and Water Utility Turn Ons, and 536 Turn Offs. During this period, 1,102 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 265 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 414 emergency phone calls that resulted in 127 emergency orders being sent out.

GRM: KP:ek:arc

cc:

Christine Shippey, Assistant City Manager  
Reginald Harrison, Deputy City Manager  
Suzanne Mason, Deputy City Manager  
City Manager Department Heads  
Tom Modica, Government Affairs Manager  
Jyl Marden, Assistant to the City Manager